

CHEVROLET VIDEODISC Technology SELLING SYSTEM

Support to Your

HOW
to use the
equipment



WHEN
to use it with
potential
buyers

WHAT
to say as you use it with potential buyers

HOW to use the equipment and WHAT to

In using videodisc equipment with a potential buyer, you want to be comfortable with its operation and plan ahead as to what to say during moments of silence that can seem like hours. You can add a little flare to your videodisc presentation by "How" you introduce the situation. You may wish to adapt the following THREE-STEP approach to your selling system in using the Video Center.

STEP 1 STARTING



As you take the disc out of the jacket, you may wish to say something along these lines: "I'm pleased to have one of the most advanced forms of technology to show you in-depth Chevrolet features. This videodisc equipment uses a 12-inch disc much like an LP record, but this contains both a motion picture and two sound tracks. Compared to a stereo record player, using a needle, the picture and sound are picked up by a laser beam. However, I'm sure you'll find the message on the monitor of even greater interest."



Press player "Power" button. Allow brief warm-up period.

STEP 2 SELECTING



As you close the lid and press the "Play" button, you may wish to say something along these lines: "The videodisc equipment is controlled by a touch pad — similar to a hand calculator. The index frame now on the screen allows us to select exactly what we want to see. For example . . ."



Press "Play" button on player or touch pad.

STEP 3 STOPPING

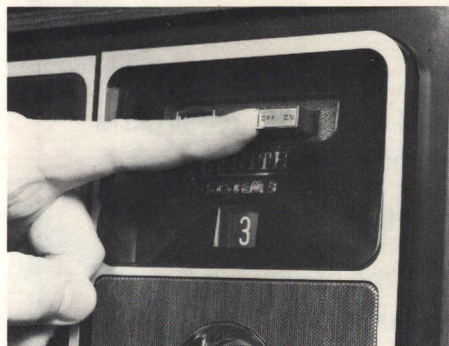


As you press the "Reject" button to conclude the videodisc presentation, you may wish to make summary remarks relative to what the prospects were just watching.

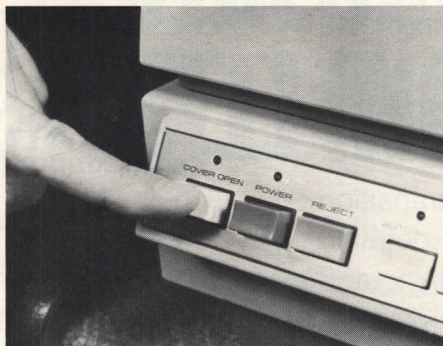


Press "Reject" button to stop the disc.

to say as you use it with potential buyers.



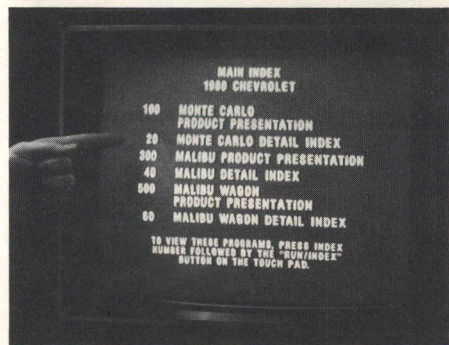
Press TV monitor power switch, and turn sound up.



Press "Cover Open" button, and lift lid on player.



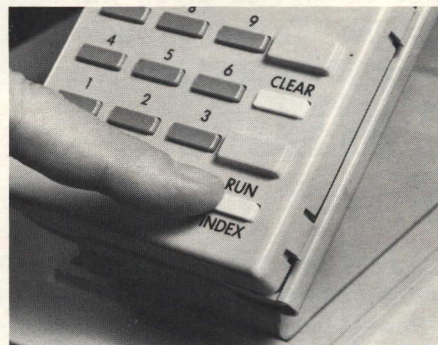
Place disc on spindle, press two "Lock" buttons at top of spindle until they click. Close lid.



Select subject and the index numbers. Some discs will have a sub-index with more detail.



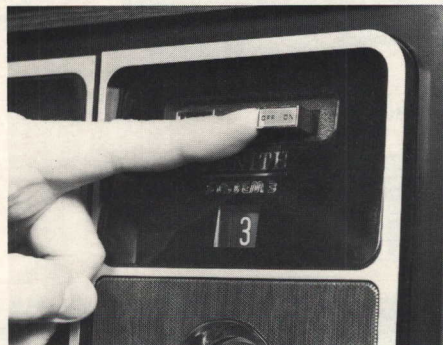
Press numbers on touch pad indicated on index frame. If you make a mistake, press "Clear" and start over.



Press "Run/Index" button. The designated subject will play and stop automatically.



Press "Cover Open" button. Grasp the spindle between your two fingers and pull it up while pressing the center shaft down with the thumb until it clicks. Remove disc and store.



IMPORTANT: Turn off power of TV monitor **first** — before the player.



Press player "Power" button to turn off equipment. Important — do not turn off power until the disc has returned to its original position.

WHEN to use the Video Center with potential buyers.

The most important element in selling is to explain the product and demonstrate it. The purpose of videodisc on the showroom floor is to fill in the gaps, such as . . .

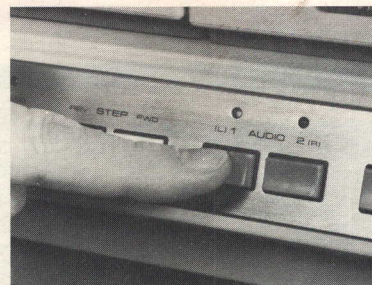
- After a product presentation, as a transition to a demonstration — explaining detailed engineering or technical information, and demonstrating features beyond what is possible in the showroom. Example: Front-wheel Drive, Turbocharging, Puncture-

Sealant Tires, Anti-corrosion Measures, etc.

- Presenting a model not available in the showroom or for demonstration.
- Pre-qualifying a potential buyer as to model.
- Part of the close in terms of slowing it down — going back to product benefits by way of another method (videodisc) — returning to the close.

Second Audio Track:

Most Chevrolet discs have two sound tracks, "English" and "Spanish." To change audio tracks, you must press the button where the light is "off" so it comes on, and press the button where the light is "on" so it goes off.



Problems

- After pressing "Power" button on player, nothing happens.
- Index Frame doesn't appear after pushing "Play".

Possible Corrections

- Check to see that the master power switch is turned on — located in the cabinet, upper right-hand side.
- Press "Play" button on player.
- Equipment may be cold — allow three-minute warm-up.
- Battery in touch pad may need replacing.
- Disc may be defective.

Problems

- After pressing index frame numbers and the "Run/Index" button on the touch pad it will not go to selected subject matter.
- Second language comes on, or both at once.

Possible Corrections

- Cover on touch pad may be raised — press down cover and press numbers firmly.
- Battery in touch pad may need replacing.
- Note directions on this page regarding second audio track.

